

BIOGRAPHY

John Weidman is the Deputy Executive Director of The Food Trust, a Philadelphia-based nonprofit working to ensure that everyone has access to affordable, nutritious food. He provides oversight for the organization's national and regional food access campaigns and works closely with the Executive Director on organizational development and strategy. He advocates for public policy change at the local, state and federal levels on issues that impact food access, economic development and health. John has 18 years of experience in public policy advocacy and nonprofit communications. He holds a Master's degree in Political Science from the University of Pennsylvania and serves on the New Markets Tax Credit Advisory Committee for the Low Income Investment Fund.

PROFESSIONAL EXPERIENCE

DEPUTY EXECUTIVE DIRECTOR

THE FOOD TRUST, Philadelphia, PA, 2/06-Present

Staff Management – Government Relations – Communications – Development – Public Policy
Works closely with the Executive Director, the Founder, and senior staff to oversee all programs and provide strong leadership for the organization. Develops and advances public policies at the local, state and federal levels; educates local, state and federal policy makers about the factors impacting the nutrition of lower-income people. Oversees a comprehensive communications strategy for the organization including media outreach, materials production, key message development, maintenance of design elements and public relations strategy.

SENIOR ASSOCIATE

THE FOOD TRUST, Philadelphia, PA, 2/04- 2/06

Government Relations – Public Policy - Media Relations
Coordinated grassroots efforts and worked closely with Senior Staff on a successful campaign to ban soda in the Philadelphia School District and replace it with only 100% fruit juice, water and milk. Developed policy agenda for the Farmers' Market Alliance and led efforts to educate elected officials and build grassroots support. Spearheaded other government relations and policy aspects of programs such as the Mid-Atlantic Food and Farming Coalition and the Kindergarten Initiative.

COMMUNICATIONS & ADVOCACY CONSULTANT

Philadelphia, PA, 3/03 -5/05

Clients included: PAACE (Pennsylvania Association of Adult Continuing Education) - government relations and advocacy; SHARE - marketing and media relations; Education Law Center, media relations and website, and The Food Trust - government relations.

COMMUNICATIONS DIRECTOR

PHILABUNDANCE, Philadelphia, PA, 11/97-3/03

Media – Government Relations – Marketing
Conducted media outreach and public relations for a \$3M+ hunger-relief organization. Developed and maintained relationships with media, government, and corporate contacts. Crafted key messages that the organization conveyed to the public. Managed basic design elements and "brand identity" of the organization. Represented Philabundance and three other organizations in meetings with government officials to raise awareness and increase ties with state and federal legislators. Secured corporate sponsorship through events and programs. Oversaw publication of the organization's newsletter and website. Reported directly to executive director and supervised the communications coordinator.

DIRECTOR

PIRG FUEL BUYERS, Philadelphia, PA, 08/94-08/96

General Management – Marketing – Financial

Managed all aspects of a heating oil cooperative buying group. Implemented media and marketing plans.

Managed the budget and increased membership and public awareness of organization.

EDUCATION

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA

Master of Arts in Political Science, August 1997

UNIVERSITY OF VERMONT, Burlington, VT

Bachelor of Arts in Psychology with a minor in History, May 1991

PRESENTATIONS, LECTURES, WEBINARS & WORKSHOPS

National Grocers Association Annual Show, Las Vegas, NV, February 9, 2015. *Opportunities for Growth: Financing Healthy Food Access.*

Congressional Briefing: Leadership for Healthier Communities, Washington DC, October 1, 2014. *Preventing Childhood Obesity in Rural America*

Food Policy and Law Seminar, Guest Lecturer, University of Pennsylvania Law School, Philadelphia, PA, September 11, 2014. *US Farm Policy and the Farm Bill.*

Ohio Food Policy Summit, Columbus Ohio, May 27, 2014. *Healthy Food Access.*

FRAC/Feeding America Anti-Hunger Policy Conference, Washington, DC, March 24, 2014. *Healthy Food Financing Initiatives.*

CDC Division of Community Health Awardee Training, Atlanta, GA, May 28, 2013. *Healthy Food Retail.*

Northwest Area Foundation, Grassroots and Groudwork conference, Prior Lake, MN, June 7, 2012. *Tools to Create Healthy Food Financing Initiatives in Your Community.*

U.S. Senate Committee on Agriculture, Washington DC, March 7th, 2012. *Testimony on the Farm Bill: Healthy Food Initiatives, Local Production & Nutrition.*

St. Louis Neighborhood Market Drilldown, St. Louis, MO, October 31, 2011. *Philadelphia Food Access Success Stories.*

6th Biennial Childhood Obesity Conference, San Diego, CA, June 29th, 2011. *The Healthy Food Financing Initiative.*

Community Food Security Coalition, Food Policy Conference, Portland, OR, May 20, 2011. *Corner store policy and program strategies.*

DE HEAL Coalition, Access to Healthy Foods in Delaware's Built Environment Forum, Newark, DE, May 24, 2011, *Keynote Address: Collaborations on Access to Healthy Food*

Philanthropy New York, Nourishing Strong Communities: Access to Healthy Food as an Essential Ingredient of Community Building, New York, NY, January 6, 2010. *Market-based food access strategies.*

U.S. Congress, Congressional Briefing, Washington, DC, October 6, 2009. *A National Fresh Food Financing Initiative.*

US Conference of Mayors, Healthy Cities Workshop, Seattle WA, October 1, 2009. *Fresh Food Financing and Community Development.*

Denver Environmental Health and the Colorado Health Foundation, Denver Supermarket Summit, Denver, CO, September 23, 2009. *Fresh Food Financing Initiatives.*

Food Marketing Institute, Consumer Affairs, Communications & Social Responsibility Seminar, Baltimore, MD, September 14, 2009. *Food Deserts.*

Institute of Medicine, Workshop on the Public Health Effects of Food Deserts, Washington, D.C., January 27, 2009. *Policy and program options to increase food accessibility.*

Louisiana Healthy Food Retail Study Group, Baton Rouge, LA, October 21, 2008. *Expanding Access to Fresh Food Retail in Louisiana.*

USDA, Understanding Food Deserts Workshop, Washington, D.C., October 9, 2008. *Access to Nutritious and Affordable Food*, available at <http://www.farmfoundation.org/news/articlefiles/450-Weidman.pdf>

Philadelphia City Council, Hearing on Menu Labeling, Philadelphia, PA, October 9, 2007. *Testimony on Menu Labeling legislation.*

New Orleans Food Policy Advisory Committee, New Orleans, LA, September 4, 2007. *Pennsylvania's Fresh Food Financing Initiative*

Alliance for a Healthier Generation, Healthy Schools Forum, Little Rock, AK, August 1, 2006, *Children's Wellness Programs: From Pilot Programs to School-Wide Changes*

BOARDS, COMMITTEES & COALITIONS

MEMBER

NEW MARKETS TAX CREDIT ADVISORY COMMITTEE, LOW INCOME INVESTMENT FUND, 7/11-PRESENT

MEMBER

NEW JERSEY HEALTHY CORNER STORE TASK FORCE, 1/14-PRESENT

FOOD AND NUTRITION ADVOCATE REPRESENTATIVE

PENNSYLVANIA DEPARTMENT OF AGRICULTURE'S
EMERGENCY FOOD ASSISTANCE ADVISORY COMMITTEE
HARRISBURG, PA, 1/10-12/13

MEMBER

INTERAGENCY TASK FORCE ON FOOD & NUTRITION, HARRISBURG, PA, 11/04-11/11

MEMBER

MAYOR'S TASK FORCE ON HUNGER, PHILADELPHIA, PA, 1/09-1/11

BOARD MEMBER

PENNSYLVANIA HUNGER ACTION CENTER, HARRISBURG, PA, 3/05-3/11

MEMBER

NEW ORLEANS FOOD POLICY ADVISORY COMMITTEE, NEW ORLEANS, LA, 6/07-6/09

BOARD MEMBER

SHARE, PHILADELPHIA, PA, 1/04-1/10

CO-CHAIR

FARMERS' MARKET ALLIANCE, PHILADELPHIA, PA, 1/06-12/08

STEERING COMMITTEE MEMBER

GREATER PHILADELPHIA COALITION AGAINST HUNGER, PHILADELPHIA, PA, 11-98-6/02